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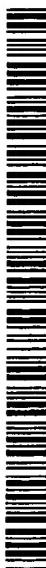
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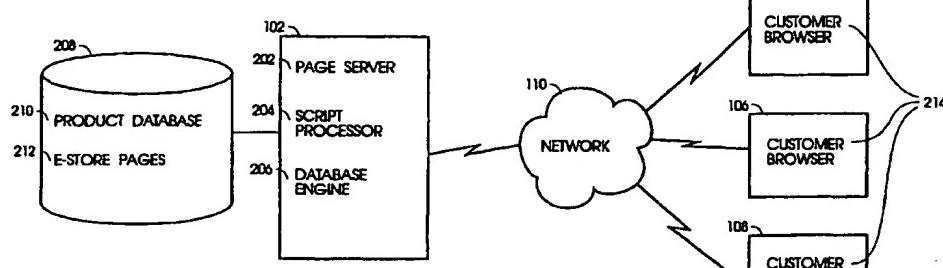
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(54) Title: SYSTEM AND METHOD FOR BROWSING AND COMPARING PRODUCTS



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(57) Abstract: A system and method permit a user to browse and compare products of a merchant using information about a competitor. In one embodiment of the system and method, a page server serves a competitor electronic page to a customer browser which permits the user to select a competitor. The competitor electronic page includes a hyperlink having a manufacturer ID parameter, which hyperlink, when selected, issues a request to the page server for competitor product information. The request includes the manufacturer ID. Responsive to that request, the page server uses the manufacturer ID to form a query to present to a product database having competitive product information, manufacturer information, product information and associations between that information. A database engine processes the query and returns records satisfying the query. The records are used to construct a competitor product electronic page permitting a user to select a competitor product. The page server serves the competitor product electronic page to the customer browser.



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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

AMENDED CLAIMS

[received by the International Bureau on 12 January 2001 (12.01.01);
new claims 15-16 added; remaining claims unchanged (1 page)]

15. A product browsing system comprising:
a server computer having a network connection;
a product database including first data representing a product, including second data representing a
5 competing product, and including third data representing an association between said product and said
competing product, said product database residing on a computer readable medium of the server computer;
and
a dynamic page file for generating an electronic store page, said dynamic page file including
instructions to use said second data as a query parameter to obtain said first data from said product
10 database, said first data included in said electronic store page, said electronic store page transmitted via said
network connection.
16. A method for retrieving information about a product using information about another product, said
method comprising:
15 a step for storing information on a first set of products;
a step for storing information on a second set of products;
a step for storing an association between the first set of products and the second set of products
said association representing product similarity;
a step for establishing communication between a client computer and a server computer;
20 a step for transmitting a product identifier representing a sub set of said first set of products to the
server computer; and
a step for receiving a competing product identifier representing a sub set of said second set of
products.